

GREAT BRITAIN POLITICAL SCENE

Little Movement in Britain's Political Scene as Tories Remain Ahead

Opposition party closes the year with a 16-point advantage over Labour.

[LONDON – Dec. 18, 2009] – The Conservative Party heads to the Christmas season with a large advantage over Labour, a new Angus Reid Public Opinion poll conducted in cooperation with PoliticalBetting.com has found.

Voting Intention

Across Great Britain, 40 per cent of decided voters and leaners (unchanged since early December) would vote for the Conservative candidate in their constituency if a General Election were held tomorrow.

The governing Labour Party is second with 24 per cent (+1), followed by the Liberal Democrats with 20 per cent (+1).

The United Kingdom Independence Party (UKIP) is fourth with six per cent (-1), followed by the British National Party (BNP) at three per cent (-1), and the Green Party also with three per cent (unchanged).

Regional Breakdowns

The Conservatives are nearing the 50 per cent mark in the South of England (48%), where Labour (18%) continues to trail the Lib-Dems (21%). In Scotland, Labour is ahead of the Scottish National Party (SNP) by 12 points (37% to 25%).

Other Demographics

The Conservatives now have a 24-point lead over Labour among female voters, but the gap has narrowed considerably among male voters. In early December, the Tories were ahead by 18 points. This time, they hold a nine-point edge (37% to 28%).

KEY FINDINGS

- **Voting Intention: Con. 40%, Lab. 24%, Lib-Dem 20%, UKIP 6%, BNP 3%, Grn. 3%, SNP 2%, PC 1%, Oth. 1%**

Full topline results are at the end of this release.

From December 16 to December 18, 2009, Angus Reid Public Opinion conducted an online survey among 2,010 adults who are members of Springboard UK. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current data for age, gender, region, social grade and newspaper readership to ensure a sample representative of the entire adult population of Great Britain.

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The Tories are also ahead across all age groups, including a particularly high proportion (45%) of voters aged 55 and over.

Download Full Tables

http://www.visioncritical.com/wp-content/uploads/2009/12/table_uk_1218.pdf

Download Full Methodology Statement

http://www.visioncritical.com/wp-content/uploads/2009/12/2009-12-18_UK_Method.pdf

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GB Political Scene

If a General Election were held tomorrow, which one of the following parties would you be most likely to support in your constituency? - *Decided Voters with Leaners*

	Dec. 16-18	Dec. 8-10	Nov. 20-23
Conservative	40%	40%	39%
Labour	24%	23%	22%
Liberal Democrats	20%	19%	21%
United Kingdom Independence Party	6%	7%	6%
British National Party	3%	4%	5%
Green Party	3%	3%	3%
Scottish National Party	2%	3%	2%
Plaid Cymru	1%	1%	1%
Other	1%	1%	1%

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	Region					
	United Kingdom	London	South of England	Midlands and Wales	North	Scotland
Conservative	40%	43%	48%	47%	33%	18%
Labour	24%	27%	18%	20%	31%	37%
Liberal Democrats	20%	18%	21%	17%	23%	15%
Scottish National Party	2%	0%	0%	0%	0%	25%
Other	14%	12%	13%	17%	13%	6%

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	Gender		Age		
	Male	Female	18-34	35-54	55+
Conservative	37%	44%	37%	38%	45%
Labour	28%	20%	26%	26%	21%
Liberal Democrats	19%	20%	22%	20%	19%
Other	16%	16%	15%	16%	15%

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Angus Reid Public Opinion is the public affairs practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.

<http://bit.ly/4zxfIS>

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

More information on the way Angus Reid conducts public opinion research can be found at <http://bit.ly/3z0uII>

- 30 -

**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
<http://www.visioncritical.com/category/global-opinions-and-trends>**

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